WHAT IS CLAIMED IS:

1.   A platform for the provision of services over a cellular telephone network, the platform comprising

a generic definition of a cellular service, said generic definition being able to take specific service-defining parameters, and

a parameter setting mechanism for inputting respective service defining parameters to said generic definition, thereby to implement a desired service through said generic definition.

2.   The platform of claim 1, wherein said generic definition comprises at least some of the following features of a service:

availability,

discoverability,

findability,

buyability, and

obtainability.

3.   The platform of claim 1, wherein said generic definition comprises an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capability level of a receiving telephone.

4.   The platform of claim 1, carrying a plurality of services each defined using said generic service and different service defining parameters.

5.   The platform of claim 1, configured to allow a plurality of services to be defined using different service-defining parameters applied to said generic service.

6.   The platform of claim 1, further comprising a rule engine together with said generic definition, for operating logic required for said desired service by implementing ones of said service defining parameters that are logical rules.

7.   The platform of claim 1, further comprising an external parameter obtaining mechanism to obtain external parameters for modifying application of a respective desired service to a user.

8.   The platform of claim 7, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location.

9.   The platform of claim 1, comprising a plurality of modules, each module carrying said generic definition together with a different arrangement of parameters, thereby to combine different services within said platform.

10.   The platform of claim 9, being able to support additional services by the incorporation of additional modules.

11.   A method for the provision of services over a cellular telephone network comprising:

providing a generic definition of a cellular service, said generic definition comprising common features needed for said services, and said generic definition being able to take specific service-defining parameters, and

for each one of a plurality of desired services, inputting respective service defining parameters to said generic definition, thereby to implement a desired service through said generic definition.

12.   The method of claim 11, wherein said generic definition comprises at least some of the following features of a service:

availability,

discoverability,

findability,

buyability, and

obtainability.

13.   The method of claim 11, wherein said generic definition comprises an ability to select between one of a plurality of levels of complexity of content presentation according to a determined capacity level of a receiving telephone.

14.   The method of claim 11, comprising defining a plurality of services each using said generic service and different service defining parameters, and providing each service as a separate module sharing a common interface.

15.   The method of claim 11, further comprising operating logic required for a respective desired service by implementing ones of said service defining parameters that are logical rules.

16.   The method of claim 11, further comprising obtaining external parameters for modifying application of a respective desired service to a user.

17.   The method of claim 16, wherein said external parameter is location of a respective mobile telephone, and wherein said modifying comprises modifying said application in accordance with a respective location.

18.   A method for managing a content delivery interface between a content provider and a subscriber wireless communication device, the method comprising:

        providing a plurality of modules for the content delivery interface, each module for providing content as part of a different service;

        selecting an appropriate one of said modules for the content delivery interface according to a currently desired service; and

        adding said appropriate module to the content delivery interface, thereby to provide said currently desired service from a platform that supports a plurality of services.

19.   The method of claim 18, wherein said adding said appropriate one of said modules comprises providing a functional alteration for the content delivery interface for interacting with the wireless communication device, according to said currently desired service.

20.   The method of claim 19, wherein said functional alteration comprises a change to a flow of interaction between the content delivery interface and the wireless communication device.

21.   The method of claim 19, wherein said functional alteration comprises a change to the look and feel of the content delivery interface at the wireless communication device.

22.   The method of claim 20, wherein said functional alteration comprises:

- Adding a new content type;

- Adding a new content delivery protocol;

- Adding a new device and adjusting the user interface to its browser and its display characteristics;

- Adding a new page (e.g., includes content items that are offered in a special discount);

- Adding content bundles that include multiple content items;

- Changing the look and feel of the service, including at least one of colors, fonts, icons, formatting and page layout; and

- Changing parameters of the service.

23.   The method of any of claims 19-22, wherein said functional alteration comprises a change in a respective service according to an identity of a subscriber, a service package of said subscriber, a preference of said subscriber and a type of wireless communication device.

24.   The method of claim 23, wherein said change comprises dynamic adaptation of the service, optionally including at least one of:

- Matching the output format and presentation to the device type;

- Filtering of content, based on at least one of permissions, compatibility to the device, subscriber preferences, and content classification;

- Selection of a language;

• Dynamic flow; and

• Adjustment of delivery protocol based on the content type and the device.

25.   The method of any of claims 19-24, comprising providing each module
with a generic service definition and customizing ones of said modules for services it
is desired to provide.

26.   The method of claim 25, wherein the content delivery interface further
comprises a service directory for locating a service, such that said adding said
appropriate module further comprises altering a listing in said service directory as
necessary when a service is added, removed or altered.

27.   The method of claims 25 or 26, wherein the content delivery interface
further defines a presentation for providing an output of said service to the wireless
communication device, such that said functional alteration comprises altering said
presentation as necessary when a service is added, removed or altered.

28.   The method of any of claims 25-27, wherein said functional alteration
comprises altering a logic of said service.

29.   A service delivery platform for an interface between a content provider
and a wireless communication device, comprising:
        a plurality of services for being provided to the wireless communication
device by the content provider;
        a service controller for receiving a request for a service from the wireless
communication device and for activating said service according to a service logic,
wherein said service logic comprises at least one rule for determining at least one of
whether and how said service is to be provided; and
        a service framework for said plurality of services, configured to enable ones of
said services to be added, removed or changed.

30.   The delivery platform of claim 29, further comprising a service
directory for listing ones of said services, and wherein said service controller is

configured to search said service directory for said service upon receiving said
request.

31.   The delivery platform of claims 29 or 30, wherein said service
comprises a plurality of operations to be performed and a response to be returned to
the wireless communication device.

32.   The delivery platform of claim 31, further comprising a presentation
for presenting said response of said service.

33.   The delivery platform of claim 32, wherein said presentation comprises
a presentation assembler for collecting data and preparing said data for said response
to the wireless communication device.

34.   The delivery platform of any of claims 29-33, wherein an operation of
said service is performed according to at least one rule.

35.   The delivery platform of claim 34, further comprising a rule operation
for constructing the condition for said rule.